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ABSTRACT

This catalogue serves two purposes. First, it outlines the general activities and materials in the National Institute of Mental Health anti-drug campaign. Second, it serves as an order form for materials that are currently available and describes the special procedures which have been established to facilitate distribution. Both radio and television programs are described, including public service programs and write-in spots. Printed material included in the booklet includes ads, flyers, special publications, journals, government publications, posters, and teacher materials. A list of available films is also given. (KJ)

ED042200

DON'T GUESS ABOUT DRUGS

WHEN YOU CAN HAVE THE FACTS

A description and catalog of the current drug abuse information-education materials available from the National Institute of Mental Health

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

A TOTAL COMMUNICATIONS EFFORT IN DRUG ABUSE INFORMATION AND EDUCATION

The drug abuse education/information effort of the National Institute of Mental Health includes a host of activities ranging from a program for the educational community, including resource material and guides; a grassroots program to disseminate material and information to parents, youngsters and the general public; a professional communications program aimed at providing the latest scientific findings to physicians and researchers; to an intense public service campaign in the mass media presented in cooperation with the Advertising Council.

In a major effort to reach high school students, a series of pilot press conferences and workshops have been conducted. The first was held in June at Kansas State University. Syracuse University participated in August, and the University of Texas is scheduled for November 1969. As the program spreads nationally high school newspaper editors will participate in sessions, where they will meet with experts on drug abuse, professional journalists, high school teachers and college journalism professors.

The students are asked to evaluate our National advertising campaign materials and to offer suggestions on new materials they think might be effective. The young journalists at the conferences are writing editorials and feature stories and are encouraged to produce articles and stories for use in their own publications. A special kit will be available this fall to assist local groups in planning and holding these conferences.

An exhibits program for schools, health fairs, State and County fairs is also being mounted. The exhibits feature free distribution of current literature and display film versions of the television spot messages.

THIS CATALOG serves two purposes. First, it outlines the general activities and materials in the National Institute of Mental Health anti-drug abuse campaign. Second, it serves as an order form for materials that are currently available and describes the special procedures which have been established to facilitate distribution.

Generally, persons or organizations requesting material for use in local drug abuse campaigns should use the special order form on the last page. In the case of posters and films, special order forms and addresses are given. You will receive the most prompt service by following the special instructions on these orders.

This brief outline of the programs and staff activities of the Office of Communications and the Center for Studies of Narcotic and Drug Abuse in the information and education areas gives only a sample of the possible use of materials. Your suggestions are welcome. Address inquiries about ways which your group can cooperate in and coordinate these activities to the Office of Communications, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.

This publication describes the materials available as of May 1970.

For sale by the Superintendent of Documents, U.S. Government Printing Office
Washington, D.C. 20402 - Price 20 cents

ED042200

In still another direction, staff at NIMH is developing materials for the Nation's newspapers, radio, and television for the dissemination of drug abuse information. Fact packets are being prepared for local radio stations, syndicated columns are being made available to daily and weekly newspapers. Several articles have already appeared and our circulation in this series is well over 5 million. An awards program is being developed to accord special recognition for outstanding public service journalism.

There are other "grassroots" efforts like those described in this catalog and many others will be added in the future.

To increase the general awareness and understanding of the Nation's current drug abuse problem, the NIMH is conducting a full scale mass media public service campaign. Complete with radio and television spot announcements and newspaper and magazine print ads, the campaign attempts to set a calm, factual tone to the widespread efforts to prevent drug abuse. The next several pages present the contents of the mass media campaign.

The Institute has received letters from stations across the country reporting that they use the spots as frequently as possible. Viewer responses, likewise, have come in from every part of the U.S. More than 350 TV stations and 2400 radio stations have received the public service spot announcements directly from NIMH.

The campaign reaches out to several target audiences--adults and parents, teenagers and college students, black, white and Spanish inner-city residents. There are four TV spots aimed directly at adult abuse of drugs. A special segment of the campaign encourages the audience to write for more information.

Since the largest target audience is young people, the youth messages are sophisticated and factual, intended as ammunition to help a youngster resist peer-group pressures.

In arming the young potential user with ammunition of resistance, the spots for youth talk in a quiet, rational, as factual as possible way about the known dangers of using each of the drugs. There are few slick advertising phrases. They simply say: "Here are the facts you as an intelligent human being need to help you make up your mind."

The materials described on the next few pages are most appropriately used in the mass media. Distribution to appropriate media outlets is handled by the Office of Communications, NIMH. Local stations and newspapers more than likely already have this material in formats best suited to their needs. If you find that your local media does not have the material, write to: TV Spots, NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center (GSA), Washington, D.C. 20409

CG 005 702

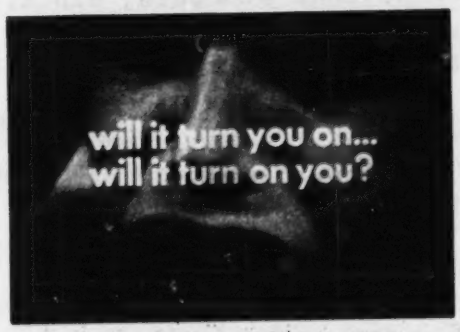
EIGHT TV SPOTS - WITH FACTS FOR YOUTH

WHERE ARE WE THEN? 60 Seconds Color (Also radio - 2 versions)

"The choice is yours: You *can* change the world. Or you can cop out...with drugs. If you're thinking about drugs, then think about this: (Singer) What do you do when the music stops? Where are you then? When you've dropped, full-blown, on all the mountain tops? Where are you then, my friend? What do you see when your pupils contract, When you're out in the alley after your act, And you're not quite whole, And the straight world's intact. Where are you then, my friend? (Youth) You *can* choose to change the world. But for that you need your head. Straight. And in the right place. If you choose drugs instead, where are *we* then, my friend? Where are we then?"

LSD -- BAD TRIP 60 Seconds/30 Seconds Color

"We're going to show you an LSD trip. But you won't see any psychedelic colors, or hear any acid rock. For this is a bad trip." (Youth) "I thought it was going to be beautiful and visual..but it really turned out to be a 'bummer.' It was frightening, ugly. It affects everyone differently, I guess. It's pretty sick..but you don't know what it's like to be in there. You're out of your head, and you think you're never coming back. There's nothing you can do about it. Just hold and roll!" (Announcer) This shatteringly powerful drug carries with it an extra little bonus: he may have this bad trip again..free..uncontrollably, without taking any more acid..without any warning! If this scene is too strong for you, you can turn it off. He can't. Not now, nor when he has a recurrence, in two weeks, or two months. LSD. Will it turn you on..or will it turn on you?"



LSD -- WONDER DRUG 60 Seconds Color

"This is a wonder drug - powerful. Nobody can tell you exactly what it does. You find out the simple way. You try it - on yourself. I must admit, research is still working out a few nitty-gritties, like - can it affect generations unborn? Well, let the unborn worry about that - right? And true, a couple of cases have ended up in the psycho ward. But who's to say that would happen to *you*? One sure thing - you'll get some reaction. How strong? For how long? Will it recur unexpectedly? Depends. Nobody can predict. Because this drug is LSD. And all the research can't guarantee how LSD would react on you! Not this time, not the next time. That all adds up to a pretty rotten risk. Nobody nowhere guarantees LSD. Still, some people will swallow anything."

THE DEFLATING MAN 60 Seconds/30 Seconds Color

"OK, everyone knows shooting Speed is deadly. But some people take speed pills in excess or sniff meth crystals just for kicks. Even on dexies and 'up' pills - you can lose your looks, personality, health....get jittery, used up, lose your mind...even your life! Fast. Needle or pills - speed's a drug that plays rough!"

CHRIS -- SPEED KILLS 60 Seconds Color (Also radio - 2 versions)

"...the happy that I am when I'm straight is so much more beautiful than the happy that I seem to be when I'm stoned..." (Announcer) Her name is Chris. She's talking about a drug called 'Speed.'
(Chris) "I think 'speed' is a lot worse than heroin. The kids have got to know about 'speed.' Because they can fall very easily into it through diet pills, and needing something to help them study and stuff. You know, it's crazy...because the combination of amphetamines and no sleep just blows your memory completely...and sometimes the crashing is just really awful! For me to stop taking it I had to feel that people were caring..I was really lucky. I was very close to two people that were really into amphetamines..and I loved them a lot..but as far as they were concerned, the only thing that they had was the meth and that was their life. And they're both dead now." (Announcer) "Dexies," "Bennies," "Meth," are all called "Speed" these days. And people who know "Speed" know "Speed" kills.

THE TRUTH ABOUT MARIHUANA 60 Seconds Color (Also radio)

"Why doesn't anyone tell the truth about marihuana? Smoke pot...and you wind up hooked on heroin! Man, it's cleaner than alcohol! It's the first step right into the psycho ward. There's just no reason to keep it illegal! Today, not one of those statements is true. Because to date, not one is based on scientific fact. Millions of dollars are being spent this year on research to get these facts. But there's one fact you should know *now*. Possession of marihuana in the United States is a felony. Don't treat that fact lightly! Conviction, even with a suspended sentence, *can*, in some States, prevent you from getting a driver's license, furthering your education, landing a government job, or working in a profession. With marihuana, some things that may be important to you in the future, can, go up in smoke. And that *is* the truth!

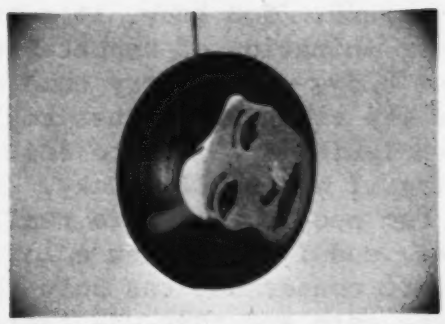
FOUR PSA'S FOR THE UNAWARE PARENT AND ADULT

NEIGHBORHOOD JUNKIE 30 Seconds Color

"This is 74 Langsford Street, home of Mary Clayton. She's a junkie. She'd be shocked if you called her that. She just takes a lot of pills: Amphetamines, to get going. Barbiturates, to put her to sleep; Without the supervision of her family doctor.... pills which could distort her judgment, and could become addictive. Mrs. Clayton's a junkie, and what's scary is, she doesn't know it. How about you? Any junkies live in your home?'

THE YO-YO 30 Seconds Color (Also radio)

"Amphetamines...Barbiturates...the up and down pills...they pick you up when you're down, they bring you down when you're up. If you take them, follow your doctor's advice very carefully. Because last year, tens of thousands of people abused these pills...and got all strung out and tangled up. Some died. Amphetamines and barbiturates are powerful drugs. Too powerful to play around with!"

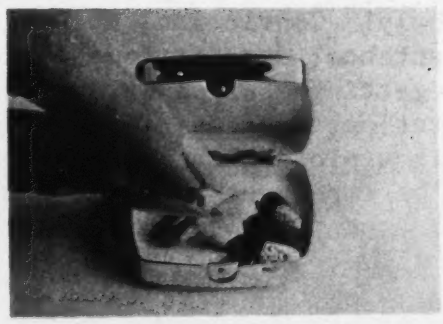


"THE FAT DOCTOR" 30 Seconds Color

"Men known as 'fat doctors' do a multi-million dollar business selling diet pills a year. Amphetamines, barbiturates, hormones, diuretics, thyroid, digitalis. Powerful drugs. Taken in excess, or in dangerous combinations, they can have severe effects. Even fatal. Please. If you take diet pills, talk to your regular family doctor. Make sure weight is all you lose."

MRS. CANE'S PILLBOX 30 Seconds Color

"Mrs. Patricia Cane...is getting ready for the day. A brown pill to get started, a green to kill her appetite before lunch, two reds to put her to sleep. Barbiturates and amphetamines. Powerful drugs. Mrs. Cane says that since she started on these pills, she's really living. At this rate, she may find she's lived her whole life before she knows it! If you use amphetamines and barbiturates, please, talk to your regular family doctor!"



...AND EIGHT WRITE-IN SPOTS FOR TV

MARTIN LANDAU 30 Seconds Color (Also radio)

"Hi! You've seen me change my face many times on TV. Now I'd like to talk to you about a drug that has almost as many faces: LSD...acid. Any time *anyone* takes acid they run the risk of a bum trip. And it may recur unexpectedly at any time. To find out more, write for these free booklets to the National Institute of Mental Health, Box 1080, Washington, D.C. 20013. Don't guess about drugs...when you can have the facts!"

WILLIE MAYS 30 Seconds Color (Also radio)

"Hi, this is Willie Mays. As you know it's very tough in the world today. But don't start off with two strikes against you. That's what you *can* get if you're busted for possession of pot. The marihuana law is very heavy. But what I would like for you to do is, to go out and write for these free booklets; to National Institute of Mental Health, Box 1080, Washington, D.C. 20013. Don't guess about drugs when you can really have the facts."

THE EVERLY BROTHERS 30 Seconds Color (Also radio)

"In our business we hear a lot of talk about drugs. The heavy message now is that 'Speed Kills.' It refers to a group of drugs called amphetamines, including 'ups,' pep pills, meth, dex...even bennies. We've seen what the speed drugs can do. They're dangerous! Much too dangerous to fool around with. To find out more about drugs write to National Institute of Mental Health at this address...Box 1080, Washington, D.C. 20013. Don't guess about drugs, when you can have the facts."

BARBARA BAIN 30 Seconds Color (Also radio)

"I have a question to ask you, and the answer may be a little frightening. What do barbiturate sleeping pills and heroin have in common? The answer? They both *can* be addictive. If your doctor has prescribed barbiturates - follow his instructions carefully. To find out more about these drugs, write for these free booklets, to the National Institute of Mental Health, at this address. Don't guess about drugs, when you can have the facts!"

POT PRIMER FOR PARENTS 20 Seconds B/W

This is marihuana. Waiting to be smoked. Are your kids going to "turn on" with "pot," or are they going to turn it down? Before you talk to your kids about "pot" you'd better know the facts about it. Write for "A Pot Primer for Parents" free...from National Institute of Mental Health, Box 1080, Washington, D.C. 20013.

MOM 20 Seconds B/W

The crumbly stuff is pot...the sugar's got LSD in it...and you shoot heroin with a needle... He's twelve years old. Not *on* drugs, but knows all about them. Do you *know* all about drugs? Write for this free fact sheet to: National Institute of Mental Health, Box 1080, Washington, D.C. 20013.

STATION BREAK 10 Seconds Color

"Why guess about drugs when you can have the facts?" Write for free booklets to National Institute of Mental Health, Box 1080, Washington, D.C. 20013.

STATION BREAK 10 Seconds Color

Funny how many smart people still don't know the facts about drugs. Write for free booklets to National Institute of Mental Health, Box 1080, Washington, D.C. 20013 .

BILL COSBY Radio Only

"I'm Bill Cosby and the kids in Los Angeles have a slogan, 'Speed Kills.' They're not referring to safe driving habits; they're talking about a group of drugs includings ups, meth, pep pills, dex, even bennies--dangerous drugs--sometimes fatal to the users. And you should know about the up drugs; you may even be taking some now and are not aware of their danger. Write for this free booklet, 'The Up and Down Drugs' to the National Institute of Mental Health, Box 1080, Washington, D.C. 20013. Don't guess about drugs--when you can have the facts!"

RADIO, TOO...

The radio campaign is of particular importance. Radio is perhaps the only common communications denominator in trying to reach young people.

Many of the radio spots are repeats of the audio portions of the television spots; some of them are slightly revised. And one of the most dramatic aspects of the campaign is the radio material for the Black inner-city. These spots were written, produced, and directed by a black youth who is himself a product of the ghetto. He is a high school dropout who now works for Grey Advertising Agency, the New York agency which prepared the media campaign.

THE INNER-CITY CAMPAIGN--Radio spot announcements and transit-outdoor advertising are the key elements in a special campaign target at the inner-city. A young resident of Harlem prepared the following radio spots designed for ghetto radio stations. They do not carry NIMH identification.

DOPE IS SLAVERY

Dope is bad. Dope is sad. Dope is meth. Dope is death. Dope is real sick. Now take your pick. But remember one thing and say it until you remember. Whether you are black, brown, yellow or grey, pink or in between, you are human and dope is slavery, dope is slavery, dope is slavery...SLAVE.

COME ON IN MAN

What's happenin'? Hey, how ya doin'? What you doin' up here man? Know where a pardy is? Wanna get high first? Off what? Some coke or scag? Nah, I cut all that loose man! Why, you can't tell me that it ain't a boss high? Almost did the job to me. My brother told my pops I was getting off and I got busted. I got so I didn't dig girls anymore. All I thought about was getting high. You better cut it loose before you can't. I can stop if I try hard enough. Dig it brother, I'll help you! I didn't do it all by myself. You know like how can you get your people together when you're a slave who reinforces his own slavery? What? What kind of talk is that? Aw, come on, man, get your thing together. You're a slave cause you use dope. Yeah, well, come on in man.

A NEW PLATTER OF RADIO SPOTS

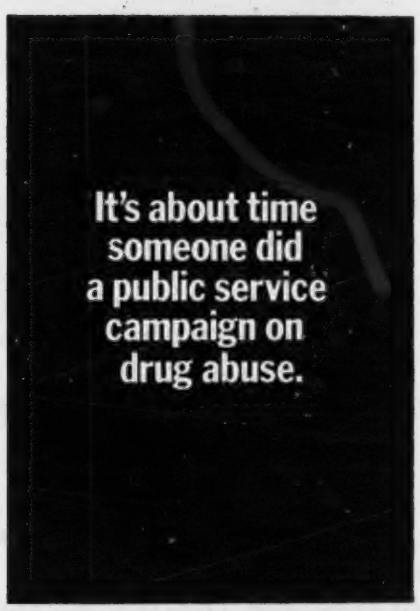
Just available in the Spring, 1970, is a special 33 1-3 LP album titled "Seven Former Drug Addicts Recount Their Experiences As Addicts in 60 and 30 Second Spots." Side A of the album features complete radio spots. Side B contains the remarks of the addicts, to allow local stations to tailor their own spots around the remarks of the former drug users.

This album like other radio and TV spots is available to <u>radio stations</u> from: Radio Platter, NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center (GSA), Washington, D.C., 20409.

PRINT MEDIA CAMPAIGN FEATURES TWELVE PRINT ADS

To support each part of the radio-TV effort, there are print media advertisements -- aimed at adults who misuse drugs, parents who don't really understand the drug scene, teenagers who may be misinformed, college students who question marihuana laws, or inner-city residents threatened by the dangers of hard-core drug abuse.

Note: This ad has been reproduced in two duo-tone poster versions. One is 18x22 for large standard mounts. The other is 11x14 with a built-in easel. Both are available from Office of Communications, 5454 Wisconsin Ave., Chevy Chase, Maryland 20015.



Twelve print ads for specific target audiences are available in mat, plate, or repro proof form in a variety of sizes. A special order blank with samples of each ad is available to all print media including industrial house organs and organization newsletters. Write to the Distribution Unit, Office of Communications, NIMH, 5454 Wisconsin Ave., Chevy Chase, Maryland 20015.

PRINTED MATERIAL
PRESENT FACTS IN DEPTH

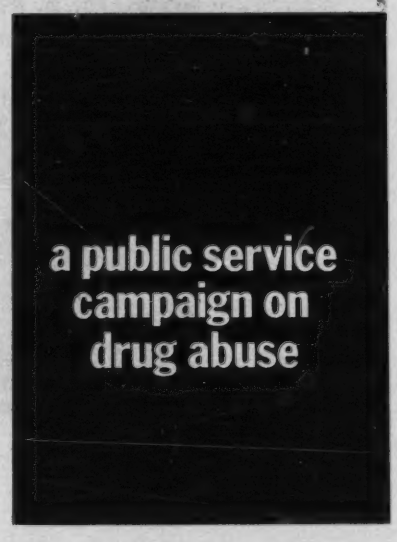
A variety of printed materials are available for general, youth and adult audiences.

Four Flyers: Marihuana, LSD, The Up and Down Drugs, and Narcotics are suitable for use in schools by both teachers and students. Over 8 million copies have been printed. See order form.

BEFORE YOUR CHILD TRIES DRUGS is especially prepared for parents. It is based on a recent article by Dr. Stanley F. Yolles, M.D., Director, NIMH, in the New York Times Sunday Magazine.

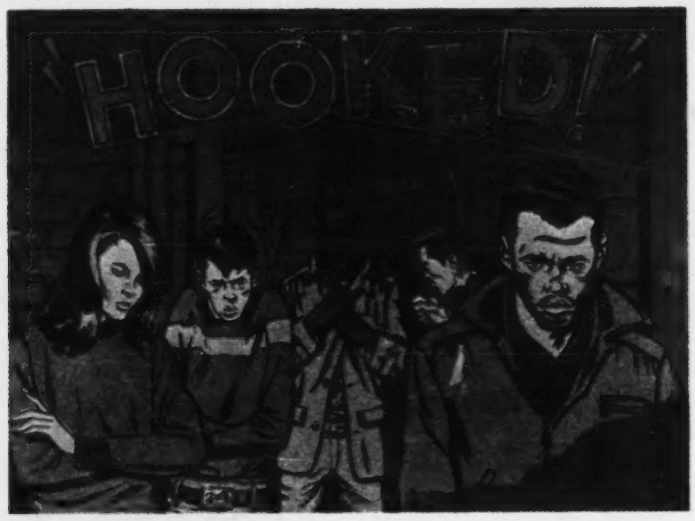
RECENT RESEARCH is a reprint of Congressional testimony by NIMH Director, Stanley F. Yolles, on the Institute's activities in LSD, Marihuana, and other drug research. It also includes general comments about the root causes of drug abuse.

A PUBLIC SERVICE CAMPAIGN ABOUT DRUG ABUSE is a composite of the newspaper, magazine, and journal display ads prepared as part of the national public service campaign. It is being sent to responses from the mass media campaign on radio and television.



SPECIAL AUDIENCE PUBLICATIONS

The "HOOKED" comic book has now been printed in several editions totaling 3 million. Primarily intended for inner-city audiences, it is also now available in a Spanish version.

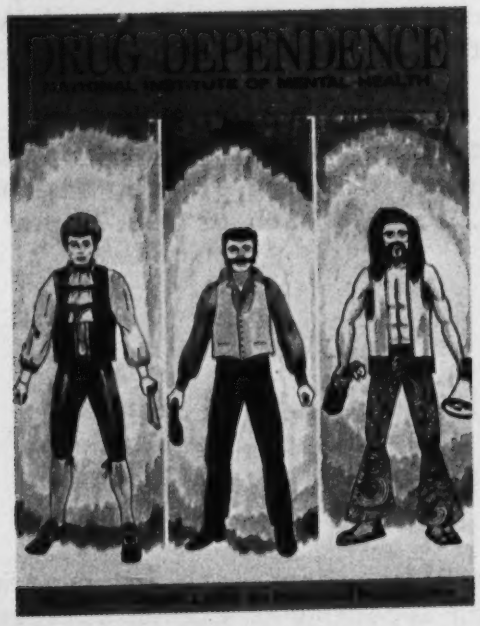


Specially prepared flyers and stories will be available for inner-city audiences in early Spring, 1970.

SPANISH TRANSLATIONS FOR FOUR FLYERS will be available in Fall, 1969. Based on the general questions and answers flyers described earlier.

INFORMATION FOR THE PROFESSIONAL

The Institute's National Clearinghouse for Mental Health Information, the world's largest computerized repository of mental health and related findings, is actively engaged in assisting the researcher and therapist to keep abreast of technical information in drug abuse.

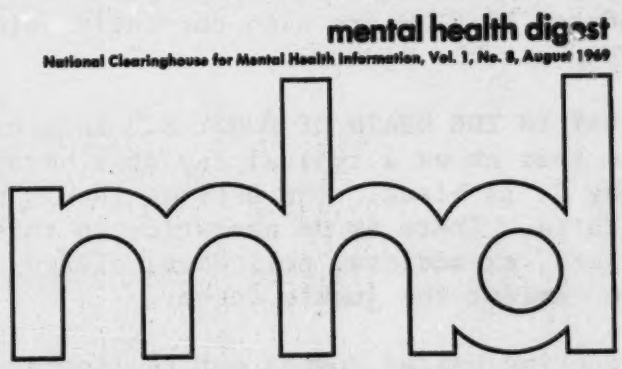


Information gathered for the Clearinghouse data bank is used to publish DRUG DEPENDENCE, a quarterly journal containing timely original articles of major importance in drug abuse research and recent bibliographies of new research.

Pilot issues of DRUG DEPENDENCE are prepared jointly by the Division of Narcotic Addiction and Drug Abuse and the National Clearinghouse for Mental Health Information. Its purpose is to facilitate the dissemination and exchange of information in the field of drug dependence and abuse and to provide abstracts of the current literature in that general field. The publication is distributed to individuals and institutions involved or interested in the field of drug addiction and related areas.

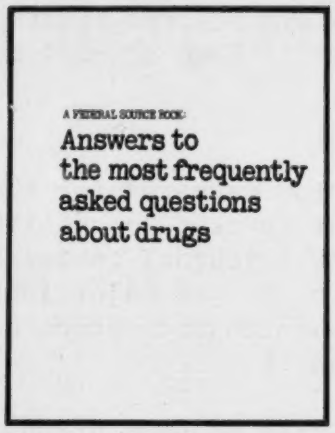
Requests to be added to the mailing list, changes of address, and correspondence regarding submission of materials should all be directed to: DRUG DEPENDENCE, National Clearinghouse for Mental Health Information, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.

MENTAL HEALTH DIGEST, the Institute's monthly journal, carries regular articles on drug abuse. The DIGEST is a good means of keeping abreast of new developments in mental health fields and each month it carries listings of new NIMH materials. It is available on subscription only, $3.50 per year from the Superintendent of Documents, Washington, D.C. 20402.



The Clearinghouse is also producing a complete directory of treatment and rehabilitation facilities in the United States. Although the number of such facilities is far from adequate, this directory giving essential information about the facilities will provide a much needed source of information to those who seek professional help. The directory will be available in the fall of 1970.

THE FEDERAL GOVERNMENT'S NEWEST PUBLICATION



A FEDERAL SOURCE BOOK: ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS ABOUT DRUGS is just off the press and represents the latest information available. It was produced jointly by the Departments of Defense, Labor, Justice, Health, Education, and Welfare, and the Office of Economic Opportunity.

It is also being offered for sale from Department D, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, for 25¢ each or $18.75 per hundred.

NIMH PRESENTS NEW FILMS FOR 1970

Two new films are now available from NIMH. One, "A Day in the Death of Donny B." is designed for use in ghetto schools. The other, "Here's Help," documents a variety of treatment and rehabilitation projects available for drug abusers.

HERE'S HELP is a new color, 16 mm, 28 1/4 minute film appropriate for general audience and television showings. It was shot on location at eleven different sites to show the broad range of treatment programs that are currently available. The central message of this film is that no single method of treatment works for all drug abusers, but various approaches work for different people. In short, there is help for the addict and drug abuser, through treatment.

Like the other films produced by NIMH, "Here's Help" is available for free loan or purchase in the NIMH Drug Abuse Film Collection. It and the other films produced by NIMH are also currently being placed in other free loan libraries throughout the country.

"A DAY IN THE DEATH OF DONNY B." is a cinema vertae, black and white, discussion film that shows a typical day of a heroin addict in the deprived inner-city. Donny B. is black. The setting is his neighborhood--call it Harlem, Hough, or Watts. There is no narration in this film except the outspoken voices of mothers, ex-addicts, policemen, clergy, storekeepers, and doctors who themselves live amidst the junkie scene.

A haunting ballad rounds out the sound track on this short discussion provoking film.

BOTH OF THESE FILMS WILL BE AVAILABLE AFTER JUNE 1.

FILMS FOR SCHOOLS AND ADULT GROUPS

A three-part film production, "The Distant Drummer," is being scheduled for prime television time across the country. The series presents the most detailed account of current knowledge about narcotics and dangerous drugs. The films are suitable for high school and adult audiences.

The DISTANT DRUMMER film series, intended for general audiences, will be supplemented with additional films for specific groups which will elaborate on particular problem areas in drug abuse. Two groups experienced in recording true-to-life events in the ghetto are preparing a film on the abuse of narcotics in the inner-city. A documentary on treatment--what kinds are available, and where--for adult and teenage drug abusers is also being prepared under contract to NIMH.

New distribution methods are being tried in an effort to get the films before their intended audiences. Along with distribution through the Film Collection, the Institute will establish film and equipment loans through community mental health centers, and NARA centers.

The DISTANT DRUMMER films are available on loan from the NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center, (GSA), Washington, D.C. 20409. Please use the tear-off request form below to expedite processing and allow as much time as possible for scheduling. A choice of dates must be given.

The films are also available for sale from the Sales Branch, National Audiovisual Center, (GSA), Washington, D.C. 20409 for $74.54 for each of the 22-minute versions and $153.00 for the 45-minute combination.

Inquiries regarding television showings should be directed to Airlie Productions, George Washington University Medical Center, Warrenton, Virginia 22186.

LOAN REQUEST FORM

____ *Flowers of Darkness*, 22 min., color, sound, 16mm

____ *Movable Scene*, 22 min., color, sound, 16mm

____ *Bridge From No Place*, 22 min., color, sound, 16mm

____ *Distant Drummer*, 45 min., color, sound, 16mm

____ *Here's Help*, 28 1/2 min., color, sound, 16mm

____ *A Day In the Death of Donny B.*, 14 min., black and white, sound, 16mm

Address to:
NIMH Drug Abuse Film Collection
Distribution Branch
National Audiovisual Center
(GSA), Washington, D.C. 20409

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Organization_____

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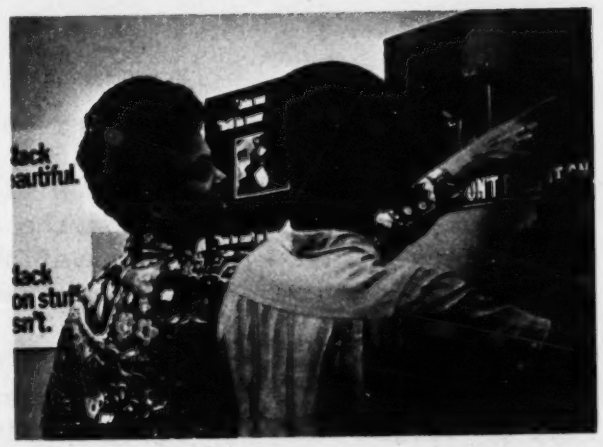
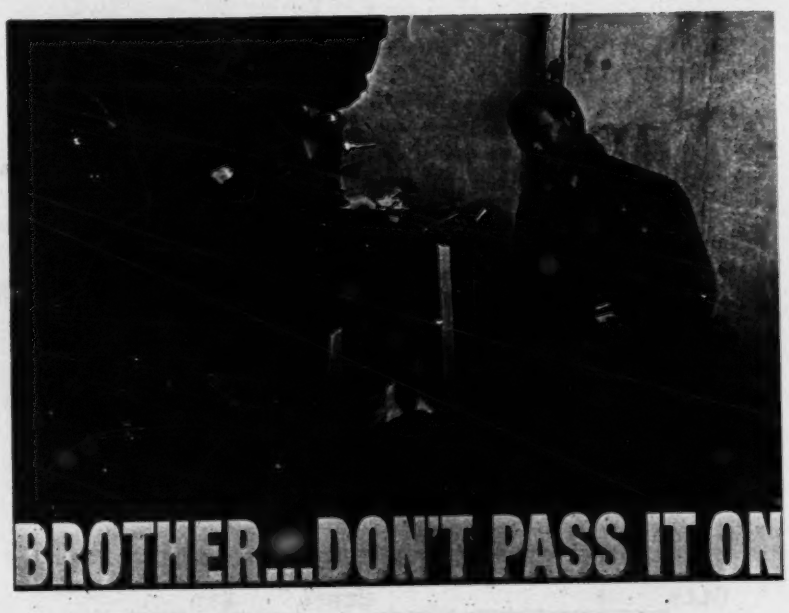
INNER-CITY SCHOOL POSTERS

Special posters are available for schools where the drug problem centers on heroin and other hard narcotics. They are not generally suitable for other schools.

Quantity requests will be filled by Distribution Unit, Office of Communications, 5454 Wisconsin Avenue, Chevy Chase, Md. 20015, to boards of education, civic groups, and other organizations supplying suitable distribution plans for schools, youth centers, and other appropriate sites in inner-city areas.



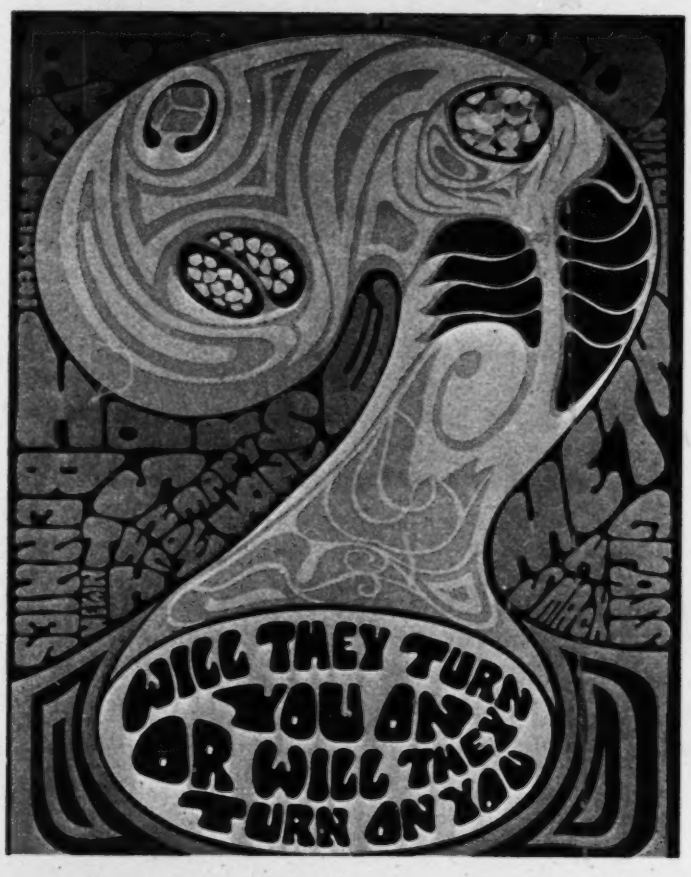


DRUG ABUSE POSTERS

Over one-half million posters have been produced for display in schools and other sites that young people frequent.

The two posters on this page were distributed to every public school (junior and senior high) in the U.S. early this fall.

A limited number are available to youth groups for posting elsewhere in the community. Three courtesy copies of each poster will be sent to organizations with suitable posting sites.



Four Day-Glo colors

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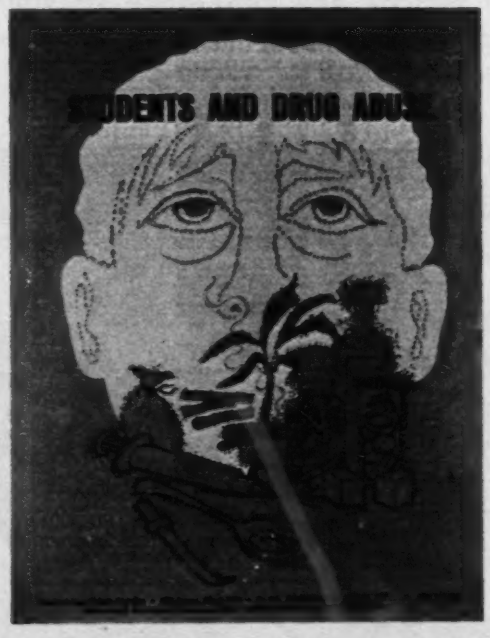
MATERIALS FOR SCHOOLS...
HELP FOR TEACHERS

Since the teacher is often the first person who is asked questions and must provide answers about dangerous drugs, a number of projects are directed specifically at the educator.

A sixteen page article, STUDENTS AND DRUG ABUSE, dealing with the facts and techniques of teaching about drug abuse was placed in the March 1969 issue of TODAY'S EDUCATION, the National Education Association journal, which is circulated to 1,400,000 educators. It includes suggestions for teaching and the complete text of the four question and answer flyers. The insert can be easily removed from the magazine for future use. Additional copies can be obtained on request. During Fiscal Year 1970, a second insert will be placed.



TEACHER AIDS--A two week teacher's workshop in cooperation with the American Association for Health, Physical Education and Recreation (AAHPER) was held for a group of teachers from all regions of the country in San Francisco and Mendicino State Hospital during October, 1968. Materials developed at this and several follow-up workshops are being published as a resource guide for national use.

RESOURCE BOOK FOR DRUG ABUSE EDUCATION-- A 117 page manual for teachers. It includes various information on teaching about drugs, facts about drugs, and several additional pieces on the drug problem in general.

ORDER FORM

CHECK HERE FOR SINGLE COURTESY COPIES OF THE MATERIALS.

TITLE	*ADDITIONAL INFORMATION*
____Marihuana: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1829, 5¢,$3.75/100
____LSD: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1828, 5¢, $3.25/100
____The Up and Down Drugs: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1830, 5¢, $3.25/100
____Narcotics: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1827, 5¢, $3.25/100
____Before Your Kid Tries Drugs	Also available from the Superintendent of Documents, PHS 1947, 25¢
____Recent Research on Drug Abuse	Also available from the Superintendent of Documents, PHS 1961, 20¢
____Jukaido (Spanish version of Hooked)	Also available from the Superintendent of Documents, PHS 1610(S), 10¢
____A Public Service Campaign on Drug Abuse	Check here for order form for print ads illustrated in this brochure ____
____Students and Drug Abuse	Also available from Superintendent of Documents, 25¢
____Resource Book for Drug Abuse Education	Also available from Superintendent of Documents, PHS 1964, $1.25
____Adverse Reactions to Hallucinogenic Drugs	Also available from Superintendent of Documents, PHS 1810, $1.25
____Marihuana: Fables and Facts	Also available from Superintendent of Documents, NCMHI Publication #5021, 5¢
____A Federal Source Book: Answers to Frequently Asked Questions About Drugs	Also available from the Superintendent of Documents(Dept. D), 25¢, $18.75/100

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